

# Basketettan (W) - North - Hammarby vs Viby

DATE: Thursday, February 5, 2026  
LOCATION: Sollentuna, Stockholms län, SE

## Event Description

Basketettan (W) - North - Hammarby vs Viby is a premier sports event in Sollentuna. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports  
**Importance Rank:** 45/100  
**Expected Attendance:** 562 people  
**Event ID:** 7jWWpz8HnpNd9DQQVy

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 30 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 225 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*